

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
Online: 24<sup>th</sup> International Conference  
20<sup>th</sup> – 26<sup>th</sup> March 2023  
University for the Creative Arts  
Epsom, Surrey, UK



**Marc Lis, Head of Communications,  
MyConnectivity, Luxembourg**

Marc Lis studied television production at the Manchester Metropolitan University, before starting his professional career in England in 2002. He worked in the media world for the Sunday Times, the BBC and other major British television channels.

After returning to Luxembourg in 2008, he took the helm of the Regional Information Point, a LEADER project, funded by the European Commission and national partners, where he developed projects and platforms that benefit youth and local communities alike. The creation of the first national road safety event for young drivers (Young Drivers Day) or the national babysitting service ([www.babysitting.lu](http://www.babysitting.lu)) where some of the pioneering flagship projects during his tenure.

Passionate about audio-visual production, Marc Lis went back to television production as a freelancer in 2012 and joined the Luxembourgish production house FrameArt Media. Over the course of 5 years, he successfully implemented a sustainable business development strategy, which resulted in solid customer acquisition and over 100 corporate videos and numerous TV commercials.

In May 2017, he joined Luxinnovation, Luxembourg's national Innovation agency, where he was put in charge of the newly created Creative Industries Cluster as Cluster Manager. In his role as matchmaker and facilitator, he supported the economic development of the sector by developing novel projects such as the *Circular By Design Challenge* programme and the webinar series Meet the Zebra, placing creative industries at the cross-roads of creativity, innovation, economy and sustainability.

On 15<sup>th</sup> September 2022, Marc joined MyConnectivity, a Luxembourg government initiative to sensitize and help drive connectivity in the areas of 5G and ultra-high-speed internet, as Head of Communications.

Born in 1979, Marc is from Luxembourg. He is a member of the reading committee for Kultur:LX, holds a degree from Manchester Metropolitan University in TV production, is married and has 2 children.